

CONTRACT



KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

And:

National Media Research Planning & Placement
815 Slaters Lane
Alexandria, VA 22314

<u>Contract / Revision</u> 488981 /		<u>Alt Order #</u> 06263150
<u>Product</u> NRCC IE SKED 2		
<u>Contract Dates</u> 09/21/12 - 09/27/12		<u>Estimate #</u> 2957
<u>Advertiser</u> NRCC		<u>Original Date / Revision</u> 08/10/12 / 08/10/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 155	<u>Product Code</u> 426
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KVVU	09/21/12	09/21/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	2	\$3,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	----2--				2	\$1,725.00			
N 2	KVVU	09/21/12	09/21/12	The Dr.Oz Show	4-5p		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	----1--				1	\$350.00			
N 3	KVVU	09/21/12	09/21/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	----1--				1	\$600.00			
N 4	KVVU	09/21/12	09/21/12	Fox 5 News at 6pm	M-F 6-630pm		:30			NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	----1--				1	\$525.00			
N 5	KVVU	09/21/12	09/21/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	1	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	----1--				1	\$825.00			
N 6	KVVU	09/21/12	09/21/12	MORE Access	630-7pm		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	----1--				1	\$400.00			
N 7	KVVU	09/21/12	09/21/12	Extra	M-F 7-730p		:30			NM	1	\$575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	----1--				1	\$575.00			
N 8	KVVU	09/21/12	09/21/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	----1--				1	\$750.00			
N 9	KVVU	09/21/12	09/21/12	TMZ	730-8p		:30			NM	1	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	----1--				1	\$825.00			
N 10	KVVU	09/21/12	09/21/12	More M-F 9-10a	M-F 9a-10a		:30			NM	1	\$215.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	----1--				1	\$215.00			
N 11	KVVU	09/24/12	09/24/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	2	\$3,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(* Line Transactions: N = New, E = Edited, D = Deleted)

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<u>Contract / Revision</u> 488981 /		<u>Alt Order #</u> 06263150
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<u>Advertiser</u> NRCC		<u>Original Date / Revision</u> 08/10/12 / 08/10/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	2-----				2	\$1,725.00			
N 12	KVVU	09/24/12	09/24/12	Fox 5 News at 6pm	M-F 6-630pm		:30			NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	1-----				1	\$525.00			
N 13	KVVU	09/24/12	09/24/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	1	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	1-----				1	\$825.00			
N 14	KVVU	09/24/12	09/24/12	MORE Access	630-7pm		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	1-----				1	\$400.00			
N 15	KVVU	09/24/12	09/24/12	Extra	M-F 7-730p		:30			NM	1	\$575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	1-----				1	\$575.00			
N 16	KVVU	09/24/12	09/24/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	1-----				1	\$750.00			
N 17	KVVU	09/24/12	09/24/12	TMZ	730-8p		:30			NM	1	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	1-----				1	\$825.00			
N 18	KVVU	09/24/12	09/24/12	Bones	Mon 8p-9p		:30			NM	1	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	1-----				1	\$3,250.00			
N 19	KVVU	09/24/12	09/24/12	More M-F 9-10a	M-F 9a-10a		:30			NM	1	\$215.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	1-----				1	\$215.00			
N 20	KVVU	09/22/12	09/22/12	FOX 5 News Sat 10-11p	10-11p Sat		:30			NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----2-				2	\$950.00			
N 21	KVVU	09/22/12	09/22/12	Star Wars The Clone Wars	M-Sa 8-10p/Su 7-1		:30			NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----1-				1	\$1,100.00			
N 22	KVVU	09/23/12	09/23/12	NFL Early Game	NFL Early Game		:30			NM	1	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----1				1	\$6,500.00			
N 23	KVVU	09/23/12	09/23/12	Fox 5 News Su 10p-1045p	Su 10p-1045p		:30			NM	2	\$3,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----2				2	\$1,575.00			
N 24	KVVU	09/23/12	09/23/12	Sports Plus Su 1045p	1045p-11p		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----1				1	\$1,000.00			
N 25	KVVU	09/23/12	09/23/12	Fox News Sunday 8-9a	8-9a		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----1				1	\$300.00			
N 26	KVVU	09/27/12	09/27/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	2	\$3,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	---2---				2	\$1,725.00			
N 27	KVVU	09/27/12	09/27/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	---1---				1	\$600.00			

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
N 28	KVVU	09/27/12	09/27/12	Fox 5 News at 6pm	M-F 6-630pm		:30			NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	---1---				1	\$525.00			
N 29	KVVU	09/27/12	09/27/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	1	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	---1---				1	\$825.00			
N 30	KVVU	09/27/12	09/27/12	MORE Access	630-7pm		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	---1---				1	\$400.00			
N 31	KVVU	09/27/12	09/27/12	Extra	M-F 7-730p		:30			NM	1	\$575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	---1---				1	\$575.00			
N 32	KVVU	09/27/12	09/27/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	---1---				1	\$750.00			
N 33	KVVU	09/27/12	09/27/12	TMZ	730-8p		:30			NM	1	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	---1---				1	\$825.00			
N 34	KVVU	09/27/12	09/27/12	The X Factor	The X Factor		:30			NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	---1---				1	\$3,500.00			
N 35	KVVU	09/27/12	09/27/12	More M-F 9-10a	M-F 9a-10a		:30			NM	1	\$215.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	---1---				1	\$215.00			
N 36	KVVU	09/25/12	09/25/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	2	\$3,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-2-----				2	\$1,725.00			
N 37	KVVU	09/25/12	09/25/12	The Dr.Oz Show	4-5p		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-1-----				1	\$350.00			
N 38	KVVU	09/25/12	09/25/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-1-----				1	\$600.00			
N 39	KVVU	09/25/12	09/25/12	Fox 5 News at 6pm	M-F 6-630pm		:30			NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-1-----				1	\$525.00			
N 40	KVVU	09/25/12	09/25/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	1	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-1-----				1	\$825.00			
N 41	KVVU	09/25/12	09/25/12	MORE Access	630-7pm		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-1-----				1	\$400.00			
N 42	KVVU	09/25/12	09/25/12	Extra	M-F 7-730p		:30			NM	1	\$575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-1-----				1	\$575.00			
N 43	KVVU	09/25/12	09/25/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-1-----				1	\$750.00			
N 44	KVVU	09/25/12	09/25/12	TMZ	730-8p		:30			NM	1	\$825.00

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-1-----				1	\$825.00			
N 45	KVVU	09/25/12	09/25/12	More M-F 9-10a	M-F 9a-10a		:30			NM	1	\$215.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-1-----				1	\$215.00			
N 46	KVVU	09/26/12	09/26/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	2	\$3,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	--2----				2	\$1,725.00			
N 47	KVVU	09/26/12	09/26/12	Fox 5 News at 6pm	M-F 6-630pm		:30			NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	--1----				1	\$525.00			
N 48	KVVU	09/26/12	09/26/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	1	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	--1----				1	\$825.00			
N 49	KVVU	09/26/12	09/26/12	MORE Access	630-7pm		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	--1----				1	\$400.00			
N 50	KVVU	09/26/12	09/26/12	Extra	M-F 7-730p		:30			NM	1	\$575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	--1----				1	\$575.00			
N 51	KVVU	09/26/12	09/26/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	--1----				1	\$750.00			
N 52	KVVU	09/26/12	09/26/12	TMZ	730-8p		:30			NM	1	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	--1----				1	\$825.00			
N 53	KVVU	09/26/12	09/26/12	More M-F 9-10a	M-F 9a-10a		:30			NM	1	\$215.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	--1----				1	\$215.00			
Totals											60	\$61,025.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/27/12	60	\$61,025.00	\$51,871.25
Totals	60	\$61,025.00	\$51,871.25

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.

FAX# 610-225-1191
CREDIT RISK !!
HARRIS REPORT FROM REP AUG13/12 13.0
CHANGES *** KVVU-TV ***

PROGRAM : STAR WARS THE CLONE WARS
RA35-64 : 2.4
ORD COM1: PRG CHG. PRE-BOOKED PLS APPROVE.
THIS IS A MAKE-GOOD FOR SEP22 ON LINE-21 FOR 1 SPOT/WK

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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22	S		100P-400P	30		\$6,500.00	9/23	9/23	0		SUN	0
PROGRAM : FOX NFL SU-GM2 RA35-64 : 10.3 CON COM1: FOX NFL SU-GM2												

55	A		1000A-130P	30		\$6,500.00	9/23	9/23	1		SUN	1
PROGRAM : FOX NFL SU-GM1 RA35-64 : 10.3 ORD COM1: NO LATE GAME. MG IN EARLY GAME. PRE-BOOKED PLS APPROVE. THIS IS A MAKE-GOOD FOR SEP23 ON LINE-22 FOR 1 SPOT/WK												

M1	OK'D	BUY#21	MISSED: SAT/800P-900P	30S		\$1,100.00	SEP22				(AUG10/12)	
			OFFER: SAT/800P-900P	30S		\$1,100.00	SEP22				PLS ADVISE.	
CMT: PRG CHG. PRE-BOOKED PLS APPROVE.												

M2	OK'D	BUY#22	MISSED: SUN/100P-400P	30S		\$6,500.00	SEP23				(AUG10/12)	
			OFFER: SUN/1000A-130P	30S		\$6,500.00	SEP23				PLS ADVISE.	
CMT: NO LATE GAME. MG IN EARLY GAME. PRE-BOOKED PLS APPROVE.												

SEP/12 61025.00 CONTRACT TOTAL 61025.00
 TOTAL SPOTS 60

MARKET TOTALS \$217,946 KVVU 28% KSNV 29% KLAS 20% KTNV 20% KVMY 3% KVCW 0% CABL 0%
 KTUD 0%

SVC- NSI
 DEMOS- RA35-64*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE